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Fortunes in Apples

In OWENS VALLEY

INYO COUNTY - CALIFORNIA



OWENS
VALLEY
IMPROVEMENT
COMPANY

FORTUNES IN APPLES

FACTS CONCERNING THE GROWING OF
APPLES IN THE FAMOUS

OWENS VALLEY
INYO COUNTY
CALIFORNIA

THE MOST SUBSTANTIAL AND PROFITABLE
INVESTMENT IN CALIFORNIA TODAY

C. R. THOMAS & SON
SELLING AGENTS

229 Title Insurance Building
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Los Angeles, California
Main 3633

to make it in the next few years—the most remarkable apple-growing section in the United States

THE WEST FOR APPLES

Here, in the West, in the favored fruit sections, where every condition of climate—altitude, moisture, sunny days, and cool nights, is perfect—the finest apples in the world are being grown.

Judging from results that have already been achieved in apple-growing in Owens Valley under crude methods—there is reason to believe, that, under scientific culture and with direct rail connection to Los Angeles and the East, this valley will soon become the greatest apple-growing region in the entire West.

OWENS VALLEY IDEAL

Owens Valley is a spot particularly favored by nature. It is a marvelously fertile tract, eighty miles long and about eight miles in width—lying between two ranges of mountains, with the high Sierras on the West, snow-capped the entire year, supplying a superabundance of pure water to more than meet all possible irrigation requirements.

For the perfect growing and maturing of superior red apples, Owens Valley combines probably more favorable conditions than any other section along the entire Pacific Coast.

With an altitude of 4,000 feet above the sea—the elevation is ideal. With fogs absolutely unknown, growing weather is

assured every hour in the day. The winters have sufficient frost to harden the wood and give the trees that perfect rest which they demand.

The long succession of bright, sunny days—the cool nights—the entire absence of rainfall during the growing season—the freedom from extremes of temperature—the protection the mountains afford from disastrous winds during blossoming and growing season—all these combine to create here the ideal conditions for maturing those perfect dark-red waxy apples that bring topmost market prices.

THE CHOICEST LANDS IN OWENS VALLEY

The holdings of the Owens Valley Improvement Company comprise about 3000 acres of the choicest lands in the entire Owens Valley. The most perfect apple lands lie along the foothills where the constant erosion of centuries has washed down the disintegrated granite, which has become mixed with the deep loam producing a soil that is chemically perfect for the growing of apples.

To those who are seeking a substantial money-making opportunity we say, go into the Owens Valley and plant apple and pear trees. It makes no difference whether you have previously grown alfalfa, hogs, corn, barley or potatoes—learn proven conditions and plant apples and pears.

POTATOES AND ONIONS

We know that our lands grow as fine potatoes and onions as can be grown in the United States—and any man can make

good profits from these—but, at the end of ten years, he simply has potato or onion land, while, if he plants apples, in addition to the large income from them,, at the end of ten years, his capital invested has increased many fold, and the land he paid \$150 per acre for will be worth that amount several times

ABUNDANCE OF PURE WATER

The Owens Valley Improvement Company controls the Manzanar Water Company, which owns outright the water right to two never-failing mountain streams which are more than sufficient to irrigate five times the amount of its entire acreage

We are installing throughout our entire property a comprehensive and complete steel and concrete gravity irrigation system. A water right, carrying sufficient water to irrigate the land and is included in the purchase price of the land. Water will be delivered to the farmer at operative cost.

Irrigation enables the orchardist to supply water to his trees exactly as needed—which is a distinct advantage over dependence on rainfall when the land may be soaked one month and subject to drought the next.

PROFITS OF APPLE GROWING

The vital question which confronts the prospective buyer of Owens Valley apple lands is "what average net profit per acre per year can I reasonably expect?"

If the man who has an apple orchard of the age of ten years in a good apple section, we wish to go on record as saying, that if he is not getting from \$200 to \$500 per acre per year for his crop—the fault is entirely his own.

We have been criticized, by some, for quoting such high figures in returns from apple orchards, but we feel we are justified in quoting these figures, because in ninety-nine cases out of one hundred, they have been easily attained by men who have done their work thoroughly and scientifically

When we consider there are fifty apple trees to an acre—that an average for an entire section is ten boxes of apples per tree, and that a large percentage of the trees are actually producing 25 boxes and upward per tree—when we see that a total average of one apple section is \$1.50 per box for its entire crop—we realize that the returns from an apple orchard are a matter that any child can easily figure out.

OWENS VALLEY NOW OPEN TO THE WORLD

The only reason that the rich and fertile Owens Valley is not today entirely covered with intensively cultivated, wealth-producing farms, is due to the fact, that until recently it has been completely shut off from the outside world by lack of railway transportation.

The building of the Southern Pacific's standard gauge road from Mojave right up through the Owens River Valley, making it one of their MAIN TRUNK LINES TO THE EAST, now supplies direct railway connection with the East and Southern California, which connection was made October 18th, 1910.

The importance of this cannot be over-estimated. It opens up for the first time, this marvelously fertile valley for immediate settlement and culture, and puts the Owens Valley farmer in quick touch with the best markets.

OWENS VALLEY CLOSE TO MARKETS

With Los Angeles and all Southern California now only ten hours away by direct rail connection, a growing market, greater than this entire valley can supply—is now placed at the Owens Valley farmer's door

And with the new direct rail connections with the East—the Owens Valley apple grower is enabled to compete with the world in supplying the Eastern and foreign markets, which are constantly clamoring for the marvelous big red, Western grown apples.

The opening of all these great markets to Owens Valley can mean but one thing—the early settlement of the entire fertile region.

CORN, BERRIES, BEES AND HONEY

While your apple trees are maturing, you can reap good returns from hogs, onions, potatoes, beans, berries, bees, poultry and general truck gardening. These should more than make you a living while your apple trees are coming into bearing.

POTATOES

An idea of the returns that may be expected from side lines while your apple trees are maturing, may be gained from the following concrete examples. A tenant on this ranch took 113 tons of potatoes off eight acres (470 bushels per acre). Mr. Vaughn, a close neighbor, said his potatoes ran 250 sacks to the acre (110 lbs. to the sack). One acre of our property is devoted to 130 stands of bees, which bring an income of from \$1000 to \$1500 per year. What others can do, you can do.

WHERE LIFE IS WORTH LIVING CLIMATE, SCENERY, HUNTING, FISHING

Owens Valley lies between two great mountain ranges, with the high Sierras on the West, snow-capped the entire year. Majestic Mt. Whitney, 14,500 feet altitude, the highest mountain in the United States, is within a day's walk. The mountains are in the American Forest Reserve, and the many trails which are kept clean by forest rangers, make the upper heights easily accessible in a few hours. Here, from one point of vantage, you look out on range upon range of mountains—deep, picturesque canyons—and clear, sparkling lakes—an endless panorama of scenic beauty and grandeur equal to Yellowstone or Yosemite. The lakes and streams above Owens Valley about with trout, and the pine-clad mountain slopes are a Paradise for camping parties.

The altitude of 4000 feet gives the atmosphere that dryness and keenness so conducive to perfect health, and makes Owens

Valley one great natural sanitarium. The summers have no excessive heat—the days are bright and sunny the nights cool and restful. The average yearly precipitation for the past nine years 4.20 inches. The weather bulletins show Independence, which is near our property, to be a few degrees cooler in summer than Riverside or Redlands. The extent of winter severity is an occasional light snow, which quickly disappears in the sunshine

TOWNS AND SCHOOLS

Five hundred acres of the property of the Owens Valley Improvement Company adjoins the town of Independence, the county seat of Inyo County, a town of 400 inhabitants, and the remainder is only five miles away. The town of Manzanar is laid out in the center of our lands and lumber yards, general stores, etc., are already installed. A grammar school, teaching up to the eighth grade, is also on our property. There are high schools at Bishop and Big Pine and, in all probability, a high school will soon be established at Independence.

WHAT SOME OF OUR LEADING MAGAZINES AND PAPERS HAVE TO SAY

From Saturday Evening Post, January 2, 1909:

"There never will be an over-production of first-class apples. It is, in fact, impossible at the present time to produce the enormous quantity of good apples requisite to meet the de-

mand. This is evidenced by the fact that England, Germany, France, Denmark, Australia and the Orient, are already drawing upon the orchards of Washington, Idaho and Oregon."

From Sunset Magazine, October, 1909:

"One fruit-growing district in the Northwest is shipping half of their apple crop to London to make breakfast food for the Britons. Just why over 200 cars of 700 boxes each, or 140,000 boxes, or 7,000,000 pounds, or 10,000,000 apples, should be able to cross the continent and an ocean and win their way to the favor of John Bull seems one of the mystic results of modern trade."

From the Medford (Oregon) Tribune, January 2, 1910

"Returns so far received this season show that Spitzenbergs have netted \$1,500 an acre, Newtowns \$1,420 an acre, Bartletts \$1,080 an acre, d'Anjous \$3,200 an acre, seven year-old Howells \$718 an acre, while even the despised Ben Davis has yielded \$500 an acre. Peaches yield \$500 an acre, and other fruits in proportion. One Yellow Newtown tree in the Mountain View orchard at Talent yielded 57 boxes this season, and from 23 acres 12,000 boxes were picked."

Prices and Terms of Our Owens Valley Apple Lands

Our choice foothill apple lands are divided into tracts of 20 acres each. The price is \$150 per acre and upward. Terms, one-fourth cash, balance in three equal annual installments at 7% on balance due, with privilege of paying all or any portion at any time before due.

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Red Winesap Apples and Alfalfa, Owens River Valley